

Imperial[®]



IMPERIAL AMMUNITION DIVISION
Valcartier Industries Inc.



Ammunition Catalogue 1978

The people of
IMPERIAL
AMMUNITION are
specialists with
decades of extensive
experience in
manufacturing
ammunition for
sportsmen, law
enforcement agencies
and Canadian military
use.

The **IMPERIAL** or
CANUCK name on
ammunition is your
guarantee of excellent
value, consistent
accuracy and
dependable
all-weather
performance in the
field or on the target
range.

Consistent
performance of
ammunition doesn't
just happen. It is built
into every single
cartridge through
careful selection of
metals, plastics,
powders and other
materials, excellent
workmanship, strict
adherence to rigid
quality standards and
constant dedication to
technical
improvement.

Protect your hunting privilege

Ask the landowner for permission to hunt A hunting licence doesn't automatically give the right to enter private property.

Leave behind nothing but your tracks Inconsiderate use of someone else's property quickly makes all hunters undesirable visitors. Don't leave a trail of open gates, ammunition boxes and empty shells, lunch wrappers or other trash.

Handle firearms properly, shoot with consideration Careful handling of firearms is one mark of a good hunter.

Be sure of your target
Avoid any chance of an accident, make certain you shoot at legal game only, know that the background is safe.

Care for your game properly

Clean, cool and transport birds and animals properly to prevent spoilage, avoid unnecessary public display of dead game.

Leave some for tomorrow

Take only what you can use, don't consider you have to shoot the limit every time.

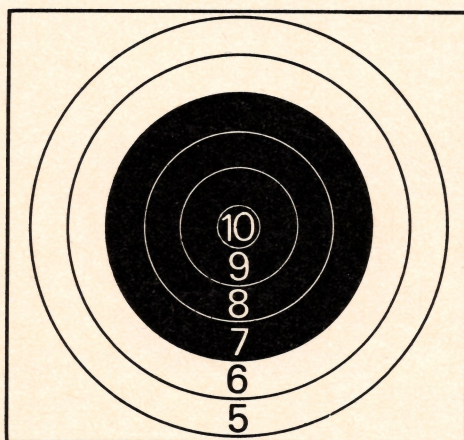
Hunting is more than just shooting

Good companions, the challenge of the hunt, closeness to nature and wildlife, all help make hunting a special kind of recreation.

Do your part

Your actions in the field will affect the future of hunting. Be a credit to the sport, and set an example for your companions to follow.

Target practice pays



It's no secret that the most successful hunters are those who can shoot best and have developed skillful handling of their rifle or shotgun.

One sure way to develop expert shooting skills and to keep them sharp between hunting seasons is by regular target practice. Even a few pre-season shots at clay targets will help maintain familiarity with a shotgun

and aid in bagging more game with fewer shells. Checking the sight setting of a big game rifle not only ensures it will hit where aimed, but also provides an opportunity for actual use of the rifle under shooting conditions.

In addition to being a smart way for the experienced hunter to maintain skills, supervised target shooting can be used to advantage in training new hunters. It has a particular appeal that helps make lessons in gun care and handling interesting, as well as developing marksmanship.

IMPERIAL Ammunition operates the **IMPERIAL** Shooting Sports Program, which offers a series of qualification awards for 22 Sporting Rifle, Pistol, Skeet and Trap shooting. These awards are free and targets for 22 Sporting Rifle are also supplied without charge to affiliated clubs. For information, write to:

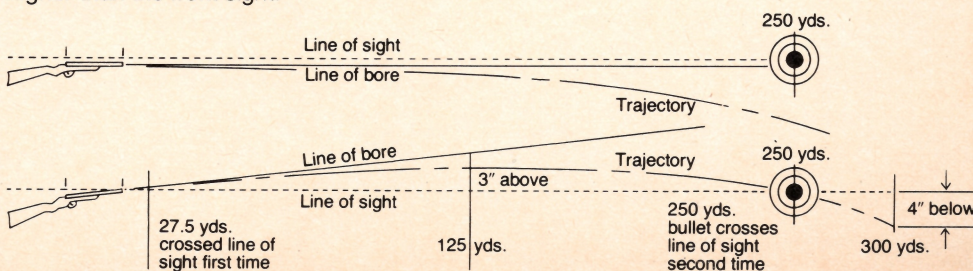
IMPERIAL Shooting Sports Program
1010 Sherbrooke St. W., Suite 608
Montreal, Quebec H3A 2R7

Sighting in your rifle

Bullets do not travel in a straight line but in a curve called the 'trajectory' of the bullet. As a consequence, the bullet begins to drop below the line of a horizontal bore as soon as it emerges from the muzzle. The muzzle then, must be pointed up slightly so the bullet will rise above the line of sight. This is accomplished by having the rear sight a little higher than the front sight.

The bullet crosses the line of sight twice, once near the muzzle and again at some distance from the muzzle. Where the bullet crosses the line of sight the second time is the range for which the rifle is "sighted-in".

It is important that you sight in with the ammunition you are going to use in the field.



Recommended shot sizes

Foxes	BB		
Jack Rabbits	4	2	BB
Ducks, Rabbits	6	5	4
Geese	4	2	BB
Upland Game Birds	8	7½	6
Snipe, Woodcock	9	8	7½
Crows	7½	6	
Clay Targets	9	8	7½

Patterning a shotgun

The common method of patterning a shotgun is to fire at a sheet of wrapping paper about four feet square at a range of 40 yards. Then draw a circle 30" in diameter so as to enclose the greatest number of pellet holes. Count the number of holes and calculate their total as a percentage of the number of pellets in the load. It is best to fire a number of patterns (at least five) and to average the percentage results. For example if you fired a 1 ¼ oz. load of No. 5 shot, and counted 150 pellets in a 30" circle, that test would be giving you about a 70% pattern ($150/215 \times 100\%$)-a full choke. Try repeating the test with other loads and shot sizes so that you will know just what your gun will do.

Effective range of shotshells

The effective range of a shot charge is the lesser of the range of minimum penetration or the range of minimum pattern.

Referring to the chart, the shaded area shows the effective range of various loads. Note that the minimum pattern of Nos. 2 and 4 shot is the factor governing effective range while minimum penetration is the governing factor with Nos. 5 and 6 shot.

The yardages shown are approximate for long range shotshells.

Oz. of shot	Shot size no.	20	30	40	50	60	70	80
1½	2							
	4							
	5							
	6							
1¼	2							
	4							
	5							
	6							
1	2							
	4							
	5							
	6							

Minimum penetration Minimum pattern Effective range

Standard shot sizes

Standard shot sizes	Pellet Dia. ins.	Pellets per oz.	Buck shot sizes	Pellet dia. ins.	Pellets per oz.	U.S. equiv.
9	.080	585	AAA	.22	27	4 Buck
8	.090	410	AAAA	.25	19	3 Buck
7½	.095	350	SG	.30	11	1 Buck
6	.110	225	SSG	.32	9	0 Buck
5	.120	170	Spec. SSG	.33	8	00 Buck
4	.130	135				
2	.150	90				
BB	.180	55				

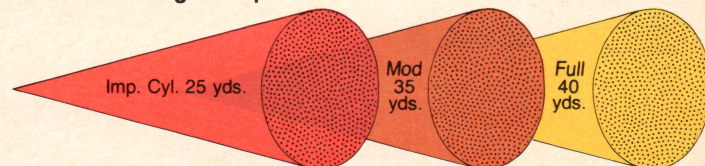
Illustration, diameter and number of pellets per ounce are approximate.

Shotgun chokes pattern and range

Average Percentage
30" Circle at 40 yds.

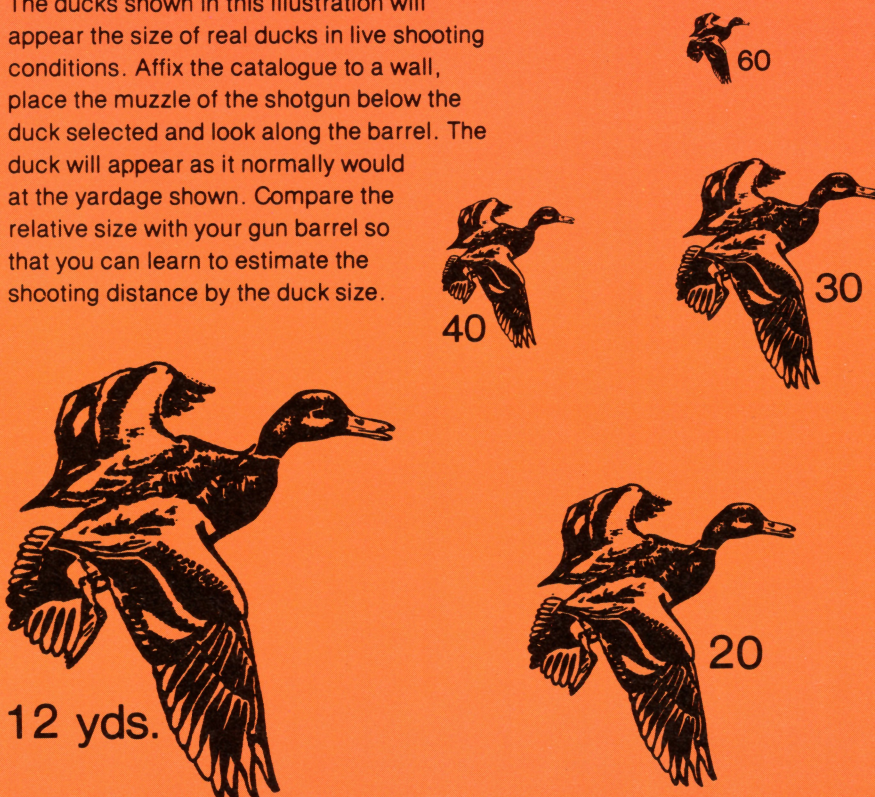
Pattern and Range Comparison

Choke	%
Full	65-75
Modified	55-65
Imp. Cyl.	45-55

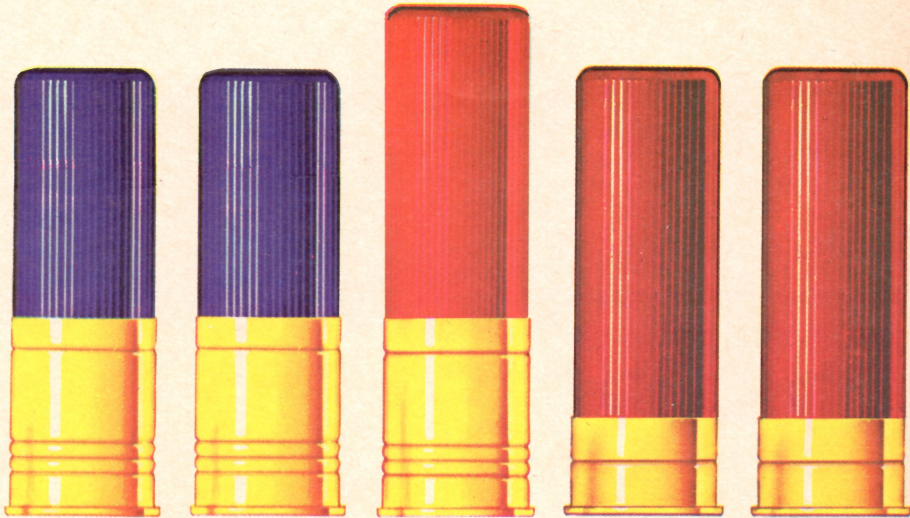


Know the range

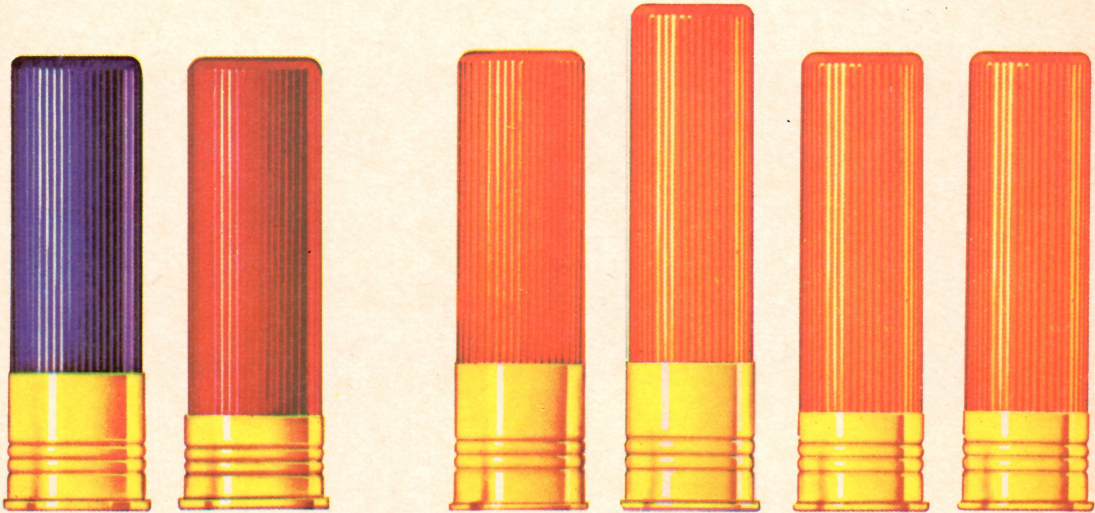
The ducks shown in this illustration will appear the size of real ducks in live shooting conditions. Affix the catalogue to a wall, place the muzzle of the shotgun below the duck selected and look along the barrel. The duck will appear as it normally would at the yardage shown. Compare the relative size with your gun barrel so that you can learn to estimate the shooting distance by the duck size.



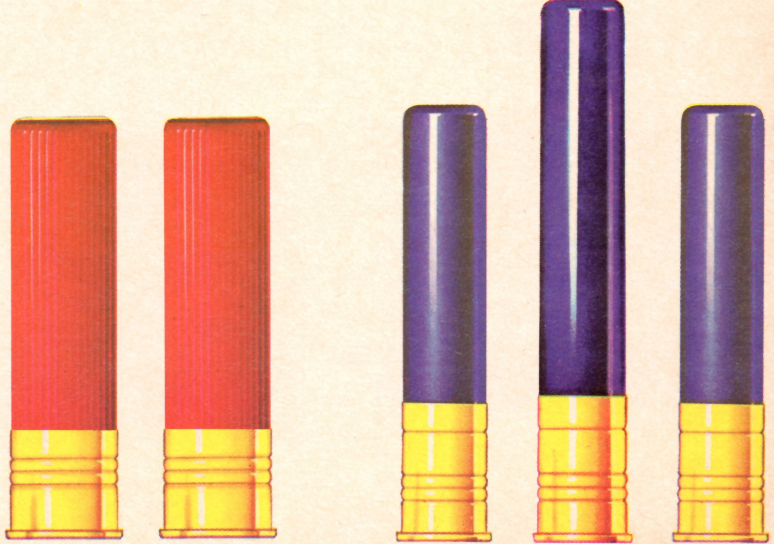
Imperial® The complete shotshell line.



12 Ga. IMPERIAL Special Long Range 12 Ga. IMPERIAL 2 3/4" Magnum 12 Ga. IMPERIAL 3" Magnum 12 Ga. CANUCK Standard Load 12 Ga. Target Load



16 Ga. IMPERIAL Special Long Range 16 Ga. CANUCK Standard Load 20 Ga. IMPERIAL Special Long Range 20 Ga. IMPERIAL 3" Magnum 20 Ga. CANUCK Standard Load 20 Ga. Target Load



28 Ga. IMPERIAL Special Long Range 28 Ga. Target Load 410 Bore IMPERIAL 2 1/2" Special Long Range 410 Bore IMPERIAL 3" Magnum 410 Bore Target Load

Imperial® shotshells

IMPERIAL special long range. For waterfowl and long range upland game. Speed, power and long reach.

IMPERIAL 2¾" magnum. 20% more shot, denser more effective patterns on high flying ducks and geese.

IMPERIAL 3" magnum. Maximum shot charge and high velocity for extra reaching power.

IMPERIAL "poly-kor" and rifled slugs and buckshot loads. For medium size game at short range.

CANUCK® standard load.

General-purpose light load for short range birds, upland game or pests.

TARGET LOADS. Uniform patterns, light recoil for competition or practice.

There's a shotshell in the IMPERIAL ammunition line for every kind of shotgun shooting, whether it's long-range waterfowl, snap-shots at grouse in the brush, or clay target Skeet and Trap shooting.

Each type of load is designed and manufactured with a carefully balanced charge to produce the optimum combination of velocity and pattern at the target.

One reason for the exceptionally uniform performance of IMPERIAL, CANUCK and Target Load shotshells is the highly efficient DYNAWAD plastic wad system. The DYNAWAD incorporates two gas seals, one at the bottom of the wad column and a second on the light, tough shot protector. These seals ensure all of the powder gas pressure is properly controlled to propel the shot charge, while the shot protector shields the pellets against damage in the barrel and concentrates them into a uniform pattern.

The DYNAWAD isn't the only reason IMPERIAL shotshells perform consistently. Every one is made from material that's been selected to give the best possible results when formed into components developed through extensive research. Continual checking with modern scientific equipment ensures that all specifications are maintained right from the raw material stage through to the finished shotshell.

Good shooting demands ammunition that can be counted on, shot after shot, under all conditions. IMPERIAL, CANUCK or Target Load shotshells will deliver the performance you need, whatever your target.

Gauge	Brand	Code	Shell Length in ins. (a)	Drams equiv.	Shot oz. †	Shot sizes
Imperial® Special Long Range						
12	'Imperial' Special Long Range*	IL	2¾	Max.	1¼	BB, 2, 4, 5, 6, 7½
16	'Imperial' Special Long Range*	IT	2¾	Max.	1⅝	2, 4, 5, 6, 7½
20	'Imperial' Special Long Range*	IM	2¾	Max.	1	2, 4, 5, 6, 7½
28	'Imperial' Special Long Range*	IZ	2¾	Max.	¾	4, 6, 7½
410	'Imperial' Special Long Range (P)	IR	2½	Max.	½	4, 5, 6, 7½
'Imperial' Magnum						
12	'Imperial' Magnum*	PX	3	Max.	1⅞	BB, 2, 4, 6
12	'Imperial' Magnum*	IP	3	Max.	1⅝	BB, 2, 4, 5, 6
12	'Imperial' Magnum*	LX	2¾	Max.	1½	BB, 2, 4, 5, 6
20	'Imperial' Magnum*	IH	3	Max.	1¼	4, 6, 7½
410 bore	'Imperial' Magnum (P)	IQ	3	Max.	1¼	4, 5, 6, 7½
Buck Shot Loads						
12	'Imperial' Special Long Range	IL	2¾	Max.	34 (b)	AAA — 4 Buck
12	'Imperial' Special Long Range	IL	2¾	Max.	12 (b)	SSG — 0 Buck
12	'Imperial' Magnum	LX	2¾	Max.	12 (b)	Special SSG — 00 Buck
12	'Imperial' Magnum	PX	3	Max.	15 (b)	Special SSG — 00 Buck
16	'Imperial' Special Long Range	IT	2¾	Max.	12 (b)	SG — 1 Buck
20	'Imperial' Special Long Range	IM	2¾	Max.	20 (b)	AAAA — 3 Buck
Rifled Slug Loads						
12	'Imperial' Special Long Range 'Poly-Kor'	IL	2¾	Max.	7/8	Stabilized Slug
16	'Imperial' Special Long Range	IT	2¾	Max.	4/5	Rifled Slug
20	'Imperial' Special Long Range	IM	2¾	Max.	5/8	Rifled Slug
410 bore	'Imperial' Special Long Range (P)	IR	2½	Max.	1/5	Rifled Slug
Canuck®						
12	'Canuck' Standard*	DA	2¾	3¼	1⅝	4, 5, 6, 7½
16	'Canuck' Standard*	DT	2¾	2¾	1	4, 5, 6, 7½
20	'Canuck' Standard*	DM	2¾	2½	7/8	4, 5, 6, 7½
Target Loads						
12	Target Load*	JX	2¾	3	1⅝	7½, 8, 9
12	Target Load*	JX	2¾	2¾	1⅝	7½, 8, 9
12	Target Load*	JXI	2¾	3¼	1⅝	7½, 8, 9
20	Target Load*	JM	2¾	—	7/8	9
28	Target Load*	JZ	2¾	—	¾	9
410 bore	Target Load (P)	JR	2½	—	½	9

(P) Paper.

*Dynawad®

(a) Shotshell length = full length of shell when crimp has been opened out. Do not use a shell longer than the chamber of your gun.

(b) Number of pellets by actual count.

(c) 'Poly-Kor' Slug Loads, Rifled Slug Loads and Buckshot Loads are packed 5 to a box and 500 to a case. All other shotshells are packed 25 to a box and 500 to a case.

†Shot charge weight may vary slightly

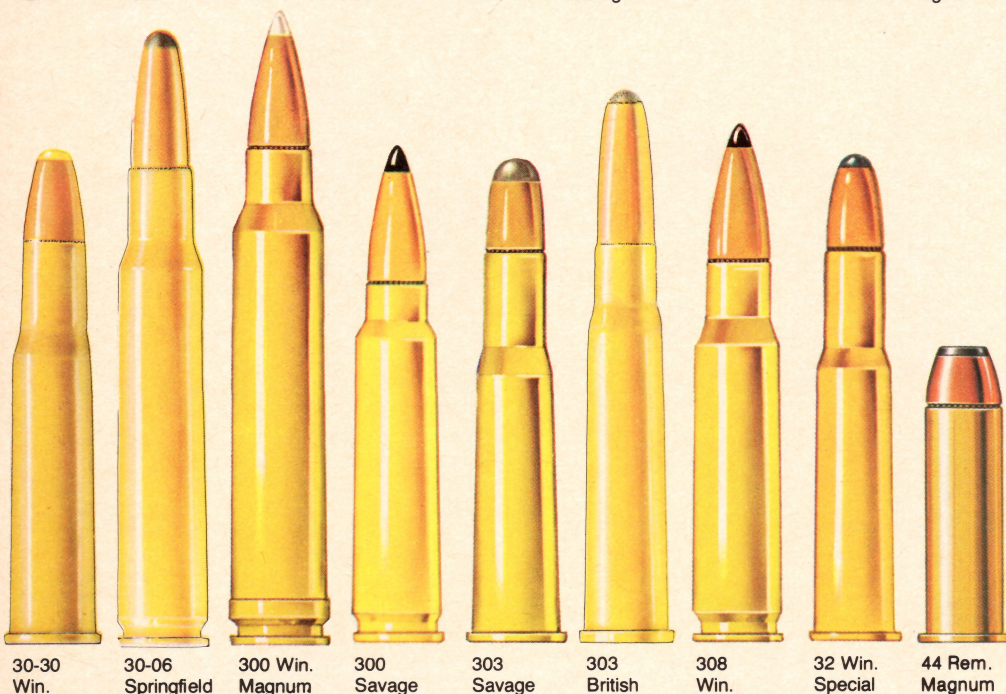
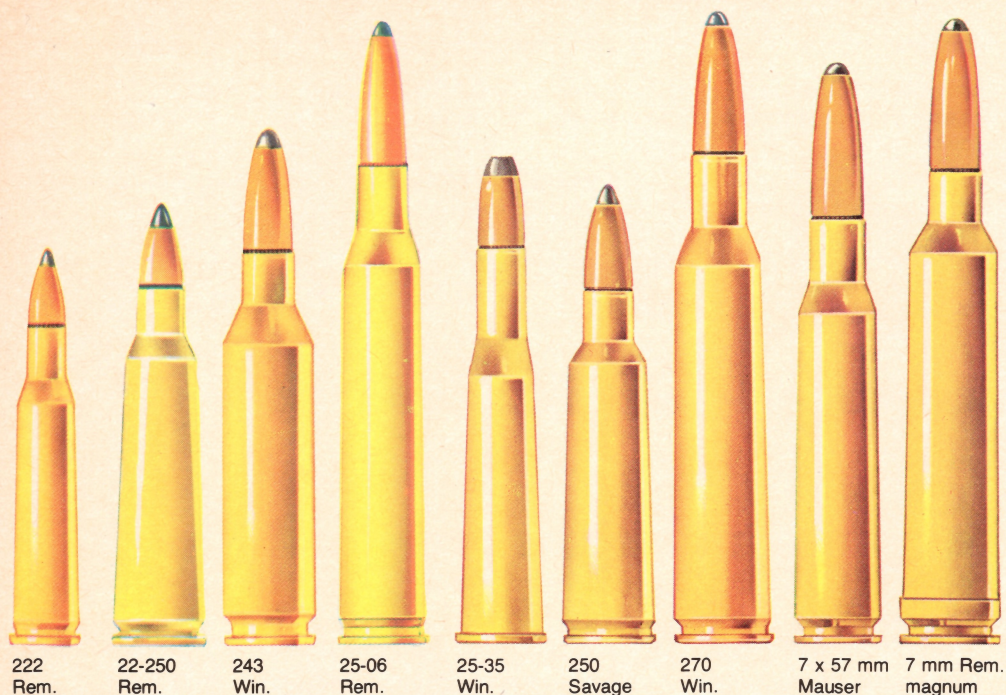
'Imperial' rifled and 'Poly-Kor' slug shotshells

Gauge and type	Weight Ounces †	Velocity Feet per Second*		Energy Ft. Lbs.*		Mid-range Trajectory*	
		Muzzle	100 Yds	Muzzle	100 Yds	50 Yds	100 Yds
'Poly-Kor' 12 ga.	7/8	1600	950	2485	875	0.6"	3.1"
Rifled Slugs 16 ga.	4/5	1600	950	2175	765	0.6"	3.1"
20 ga.	5/8	1600	950	1555	550	0.6"	3.1"
410 (Bore)	1/5	1830	1025	650	205	0.4"	2.5"

*See "Ballistics" page 7

†Weight is approximate

Imperial® centrefire cartridges



Canuck® centrefire pistol and revolver cartridges



Ammunition for hunting must be accurate and must deliver the shocking power that comes from balanced velocity and bullet expansion. It must function properly in the rifle as well.

The bullet is often considered the most important part of a rifle cartridge. Distances and shooting conditions demand various bullet designs and constructions. Short range shots require a heavy bullet, whereas a long range shot demands a lighter, pointed bullet.

Other important components of centrefire cartridges include: **the brass case** which must be dimensionally and uniformly exact; **the powder** which is selected to produce the proper combination of velocity and pressure; and **the primer** which must fire at all temperatures.

Ballistics

Description	Bullet †		Velocity in Feet per		
	Wt. in Grains	Type	Muzzle	100 Yds.	200 Yds.
222 Rem.	50	PSP	3140	2602	2123
22-250 Rem.	55	PSP	3730	3180	2655
243 Win.	75	PSP	3440	3005	2610
	100	PSP	2960	2697	2449
25-06 Rem.	120	PSP	3050	2786	2538
25-35 Win.	117	SP	2270	1902	1576
250 Savage	100	PSP	2820	2467	2140
270 Win.	130	PSP	3110	2823	2554
	130	ST	3110	2823	2554
	160	KKSP	2710	2448	2200
7 x 57 mm Mauser For rifles designated or 7 x 57.	139	PSP	2660	2380	2117
	160	KKSP	2520	2213	1928
7 mm Rem. Mag.	150	PSP	3110	2830	2568
	175	SP	2860	2528	2219
30-30 Win.	150	KKSP	2390	2018	1684
	150	ST	2390	2018	1684
	170	KKSP	2200	1895	1619
	170	ST	2200	1895	1619
30-06 Springfield	150	PSP	2910	2617	2342
	150	ST	2910	2617	2342
	180	KKSP	2700	2348	2023
	180	ST	2700	2469	2250
	220	KKSP	2410	2130	1870
300 Win. Magnum	180	ST	3000	2783	2577
300 Savage	150	PSP	2630	2354	2095
	150	ST	2630	2354	2095
	180	KKSP	2350	2025	1728
303 Savage	190	KKSP	1940	1657	1410
303 British	150	PSP	2700	2407	2132
	150	ST	2700	2407	2132
	180	KKSP	2520	2180	1867
	180	ST	2520	2290	2012
	215	KKSP	2170	1899	1652
308 Win.	150	PSP	2820	2532	2263
	150	ST	2820	2532	2263
	180	KKSP	2620	2259	1928
	180	ST	2620	2393	2178
	200	KKSP	2450	2210	1980
32 Win. Special	170	KKSP	2250	1921	1626
44 Rem. Magnum	240	SP	1760	1374	1107

*See "Ballistics" page 7

Imperial® centrefire bullet types

Three IMPERIAL bullets that have been proven through use are the "Kling-Kor", "Sabretip" and "Pointed Soft Point".

Expansion of the "Kling-Kor" Soft Point is controlled even on short range shots. Hidden notches in the bullet jacket lock in the lead core to ensure greater weight retention for deep penetration with the bullet mushroomed to maximum diameter.



KKSP 'Kling-Kor' Soft Point



ST
'Sabretip'



PSP
Pointed
Soft Point

The "Sabretip" combines a tough jacket and core, excellent ballistic shape, and a durable tip that resists deformation in the magazine or during feeding into the rifle chamber. All these characteristics make it an excellent bullet for all-round use.

Lighter weight and construction, together with a sharply pointed shape make the "Pointed Soft Point" bullet ideal for long-range shooting, especially at small-sized game and varmints where rapid bullet expansion is needed.

* Ballistics

The bullet velocity, energy, trajectory, and range information shown was obtained with standard test equipment in ballistic laboratories, and from range firing using normal firearms and sights.

Ammunition performance is influenced by weather conditions such as temperature, barometric pressure, wind velocity and direction, and by age, dimensions or other characteristics of individual firearms. Results obtained in the field may therefore differ.

Centre fire pistol and revolver cartridges	Bullet †		Velocity Ft/Sec. Muzzle*	Energy Ft.-Lbs. Muzzle*
	Type	Wt.		
9 mm Parabellum	MC	115	1120	345
38 Special	WC	148	770	195
38 Special (Lead)	LD	158	855	255
38 Special (+ P)	SWC	158	1090	420

CAUTION: Ammunition with a (+P) marking on the case headstamp is loaded to a higher pressure. Use (+P) cartridges only in firearms designated for this ammunition and so recommended by the gun manufacturer.

Range Table *

Values shown in this table are based on a sight height 1 1/2" above line of bore.

RECOMMENDED SIGHTING: O indicates the most favourable sighting range in order to minimize the sighting problem at shorter and longer ranges. + indicates inches high; — indicates inches low.

Popular use chart

Second *	Energy in Foot Pounds *				First Crosses Line of Sight								Species													
300 Yds.	Muzzle	100 Yds.	200 Yds.	300 Yds.	App. Yds.	100 Yds.	150 Yds.	200 Yds.	250 Yds.	300 Yds.	400 Yds.	500 Yds.	DEER	BLACK BEAR	ANTELOPE	BIGHORN ST.	MOUNTAIN	CARIBOU	MOOSE	ELK	GRIZZLY BEAR	CROW	GROUNDHOG	FOX	COYOTE	WOLF
1700	1094	752	500	321	30.0	+2.2	+1.9	0	- 3.8	-10.0	-32.3	-73.8										•	•	•	•	•
2257	1699	1235	887	622	40.0	+2.2	+2.6	+1.9	0	- 3.3	-15.4	-37.7										•	•	•	•	•
2248	1916	1504	1134	841	30.0	+2.5	+2.8	+2.1	0	- 3.5	-16.1	-38.2										•	•	•	•	•
2215	1945	1615	1332	1089	27.5	+1.9	+1.6	0	- 3.1	- 7.8	-22.6	-46.3	•	•	•									•	•	•
2302	2478	2068	1716	1412	25.0	+1.8	+1.5	0	- 2.9	- 7.2	-21.0	-42.9	•	•	•	•	•	•						•	•	•
1306	1338	940	645	443	23.0	+2.0	0	-4.9	-13.3	-25.9	-67.4	-														
1839	1765	1351	1017	751	27.5	+2.4	+2.0	0	- 3.9	-10.1	-30.5	-65.2	•	•	•			•						•	•	•
2300	2791	2300	1883	1527	27.5	+1.7	+1.5	0	- 2.8	- 7.1	-20.8	-42.7	•	•	•	•	•	•						•	•	•
2300	2791	2300	1883	1527	27.5	+1.7	+1.5	0	- 2.8	- 7.1	-20.8	-42.7	•	•	•	•	•	•						•	•	•
1967	2609	2129	1719	1374	28.5	+2.5	+2.0	0	- 3.8	- 9.7	-28.4	-58.5	•	•		•	•	•		•						
1871	2183	1748	1383	1080	27.0	+2.6	+2.2	0	- 4.1	-10.4	-30.8	-64.2	•	•	•	•	•	•					•	•	•	•
1668	2256	1740	1320	988	29.0	+1.4	0	-3.4	- 9.2	-17.7	-44.5	-	•	•		•	•	•	•	•						
2320	3221	2667	2196	1792	25.0	+1.7	+1.5	0	- 2.8	- 7.0	-20.5	-42.1	•	•		•	•	•	•	•						
1933	3178	2483	1913	1452	26.0	+2.3	+1.9	0	- 3.7	- 9.4	-28.2	-59.5	•	•		•	•	•	•	•						
1398	1902	1356	944	651	27.0	+1.7	0	-4.3	-11.6	-22.7	-59.1	-	•	•										•	•	•
1398	1902	1356	944	651	27.0	+1.7	0	-4.3	-11.6	-22.7	-59.1	-	•	•										•	•	•
1381	1827	1355	989	720	23.0	+2.0	0	-4.8	-13.0	-25.1	-63.6	-	•	•			•									
1381	1827	1355	989	720	23.0	+2.0	0	-4.8	-13.0	-25.1	-63.6	-	•	•			•									
2083	2820	2281	1827	1445	25.0	+2.1	+1.8	0	- 3.3	- 8.5	-25.0	-51.8	•	•	•	•	•	•						•	•	•
2083	2820	2281	1827	1445	25.0	+2.1	+1.8	0	- 3.3	- 8.5	-25.0	-51.8	•	•	•	•	•	•						•	•	•
1727	2913	2203	1635	1192	24.0	+2.7	+2.3	0	- 4.4	-11.3	-34.4	-73.7	•	•		•	•	•	•	•						
2042	2913	2436	2023	1666	20.0	+2.4	+2.0	0	- 3.7	- 9.3	-27.0	-54.9	•	•	•	•	•	•	•	•						
1632	2837	2216	1708	1301	21.0	+1.5	0	-3.7	- 9.9	-19.0	-47.4	-		•			•	•	•	•						
2379	3597	3095	2654	2262	27.5	+1.8	+1.5	0	- 2.8	- 7.0	-20.2	-40.7				•	•	•	•	•						
1835	2303	1845	1462	1143	26.0	+2.7	+2.2	0	- 4.2	-10.7	-31.5	-65.5	•	•	•	•	•	•						•	•	•
1835	2303	1845	1462	1143	26.0	+2.7	+2.2	0	- 4.2	-10.7	-31.5	-65.5	•	•	•	•	•	•						•	•	•
1467	2207	1639	1193	860	20.0	+1.7	0	-4.2	-11.3	-21.9	-55.8	-				•	•	•	•							
1211	1588	1158	839	619	17.5	+2.7	0	-6.4	-17.3	-33.2	-	-	•	•												
1876	2428	1829	1514	1172	22.0	+2.6	+2.1	0	- 4.0	-10.3	-30.5	-63.6	•	•	•	•	•	•						•	•	•
1876	2428	1829	1514	1172	22.0	+2.6	+2.1	0	- 4.0	-10.3	-30.5	-63.6	•	•	•	•	•	•						•	•	•
1587	2538	1899	1393	1006	23.0	+1.5	0	-3.6	- 9.8	-19.1	-49.0	-	•	•		•	•	•	•	•						
1867	2538	2096	1716	1393	17.5	+2.9	+2.4	0	- 4.4	-11.0	-32.0	-65.5	•	•	•	•	•	•	•	•						
1432	2248	1721	1303	979	16.0	+2.0	0	-4.8	-12.8	-24.4	-61.1	-	•	•		•	•	•	•	•						
2009	2648	2135	1705	1344	25.0	+2.3	+1.9	0	- 3.6	- 9.1	-26.9	-55.7	•	•	•	•	•	•						•	•	•
2009	2648	2135	1705	1344	25.0	+2.3	+1.9	0	- 3.6	- 9.1	-26.9	-55.7	•	•	•	•	•	•						•	•	•
1630	2743	2039	1485	1062	23.0	+3.0	+2.5	0	- 4.8	-12.4	-38.1	-	•	•		•	•	•	•	•						
1974	2743	2288	1896	1557	22.0	+2.6	+2.1	0	- 4.0	- 9.9	-28.9	-58.8	•	•	•	•	•	•	•	•						
1770	2670	2170	1750	1400	22.0	+3.0	-	x	- 5.0	-12.0	-35.0	-48.5	•	•			•	•	•	•						
1372	1911	1393	998	710	23.0	+1.9	0	-4.7	-12.7	-24.7	-63.2	-	•	•			•									
964	1650	1006	653	495	13.0	+0	-6.0	-17.8	-36.6	-63.8	-	-	•	•												

†Bullet weight may vary slightly

Imperial® 22 rimfire cartridges

The little "twenty-two" calibre rimfire cartridge seems to be a simple, uncomplicated product, yet it's a highly specialized type of ammunition requiring just as much care and attention in manufacture as do the much more powerful centrefire rifle cartridges and shotshells.

Too, there's probably been more research effort directed towards the "twenty-two" over the years of its existence than any other cartridge, with the result it now heads the accuracy list.

High accuracy, low firing report, negligible recoil and modest cost all

contribute to the "twenty-two's" popularity. There's a variety of types available as well, which allows the selection of a cartridge for a particular use whether it be target shooting or game hunting.

IMPERIAL High Velocity ammunition available in Short, Long and Long Rifle types is ideal for general target shooting and small game. Use of the Hollow-Point bullet in Long Rifle is recommended for small game and pests where maximum impact is needed.

The IMPERIAL TARGET cartridge in Long Rifle type is specially manufactured to

meet the requirements of target shooting with either rifles or pistols. The case, bullet, powder and priming are all designed for reliable functioning and high accuracy in target firearms. Standard level bullet velocity is carefully maintained within narrow limits for minimum variation from shot to shot, lessened wind effect and uniform trajectory. A precisely shaped bullet with copper plating and unique lubricant aids in cartridge chambering especially in auto-loading pistols, reduces friction and fouling, and as a bonus, is particularly clean to handle.

22 Short

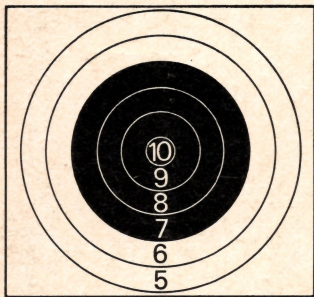
Shorter case and 29 grain bullet. Can be used in firearms with Long Rifle chambers, but best performance is obtained from firearms specially made for the Short cartridge.

22 Long

Combines a Long Rifle case and Short bullet at high velocity. Particularly suitable for general shooting with firearms having Long Rifle chambers.

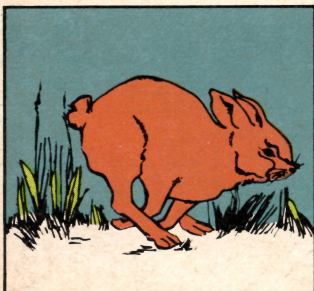
22 Long Rifle

The most popular "Twenty-two"; for best performance and highest accuracy when shooting small game, pests or targets. "High Velocity" ammunition available with either 40 grain solid or 36 grain Hollow Point bullet. "TARGET" cartridges are loaded to standard velocity, with a 40 grain solid bullet.



Competitive target shooting

Use
IMPERIAL TARGET 22's
Standard Velocity



Small game and varmints

Use Imperial High Velocity
22's
22 Long Rifle Hollow Point

Ballistics	Bullet		Velocity Feet per Second*		Energy Foot-Lbs.*	Mid-Range Trajectory in inches for range of 100 Yds*
	Type (lead)	Weight Grains	Muzzle	100 Yards	Muzzle	
22 Long Rifle 'Imperial' TARGET	Solid Plated	40	1150	976	117	4.0
22 Short 'Imperial'	Solid Plated	29	1095	903	77	4.5
22 Long 'Imperial'	Solid Plated	29	1240	962	99	3.9
22 Long Rifle 'Imperial'	Solid Plated	40	1255	1017	140	3.6
22 Long Rifle 'Imperial' Hollow Point	Hollow Point Plated	36	1280	1010	131	3.5

*See "Ballistics" page 7

In the exclusive "Tip-Pak"

All "IMPERIAL" rimfire cartridges, whether standard velocity for target shooting or high velocity for general shooting, are made to perform accurately and powerfully. And they come packed in IVI's exclusive "Tip-Pak". The handy Tip-Pak protects your ammunition, keeps it free from dirt or grit which can score the barrel or cause malfunction. It's always available for safer, instant use.



IMPERIAL AMMUNITION DIVISION
Valcartier Industries Inc.
1010 Sherbrooke Street West
Montreal, Quebec H3A 2R7

Legal deposit — First quarter, 1978
Quebec National Library

Printed in Canada